

United States Postal Service®

INDUSTRYALERT

August 26, 2016

Reminder: Two 2016 USPS Promotions Ending August 31, 2016

There is Still Time to Take Advantage!

The Emerging & Advanced Technology/Video in Print promotion for Standard Mail® and First-Class Mail® and the Tactile, Sensory & Interactive Mailpiece Engagement promotion for Standard Mail are both ending next week on Wednesday, August 31, 2016. There is still time to take advantage of both of these promotions and the potential postage discounts.

Please note that mail must be tendered for acceptance by the end of the promotion period. Specifically, this means all promotion eligible mailings must be accepted and entered in *PostalOne!* no later than 11:59:59 pm on Wednesday, August 31, 2016 (the last day of the promotion). Please also note: all program requirements must be met to qualify for the promotion discount.

The 2016 promotions continue to build on engagement strategies which focus on providing marketers with the opportunity to engage their customers by using dynamic color, new print techniques, mobile technology as well as traditional and innovative mail techniques. The promotions are designed to create excitement about mail, provide multiple opportunities for mailers to enhance the value of their mail and offer discounts to mailers.

To register, mail owners and mail service providers (MSPs) must go to the Business Customer Gateway, [Click Here](#). Promotion Program Requirements are available on the Promotions & Incentives page on RIBBs at [Click Here](#).

If you have any questions, please contact the Program Office at mailingpromotions@usps.gov.

###

Please visit us on the USPS [Industry Outreach](#) website.
Thank you for your support of the United States Postal Service.
--Consumer and Industry Affairs

To subscribe or unsubscribe to Industry Alerts, please hit reply and send us your request.

Privacy Notice: For information regarding our privacy policies, visit www.usps.com/privacypolicy.